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MEDIA RELEASE

Frandsen/csw/alz
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Western & central Montana
mprweek.rl

KUFM/KGPR TO CELEBRATE MONTANA PUBLIC RADIO WEEK MAY 5-11

MISSOULA --

KUFM/KGPR, Montana Public Radio, has set a goal of \$125,000 for its annual on-air fund raiser May 5-11. During Public Radio Week, which is one of the most successful on-air campaigns in the country, announcers and guest celebrities will encourage listeners to call the station with their donations.

Special pledge lines will open at 7 a.m. Monday, May 5, and volunteers will staff the phones throughout the week. The phone number in Missoula is 243-6400, and the toll-free number in western and central Montana is 1-800-325-1565.

Special premiums, such as KUFM/KGPR T-shirts specially designed by Monte Dolack and autographed copies of Kim Williams' new "Book of Uncommon Sense: A Practical Guide with Ten Rules for Nearly Everything," will be offered to donors.

This year's goal represents about one-third of KUFM/KGPR's actual budget, and all donated money will go directly toward station operating expenses. Additional sources of support include federal and state funding, grants and program underwriting.

KUFM will pre-empt little of its regular schedule for the fund raiser. Some of the regular programs will include special live broadcasts from Studio B

- more -

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and new recordings played on the new Compact Disc player.

KUFM is heard in Missoula at 89.1 and 91.5 FM, in Butte at 99.3 FM and in Helena at 107.1 FM. KGPR is heard at 89.9 FM in Great Falls, at 91.7 FM in Helena and at 98.3 FM in White Sulphur Springs.

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